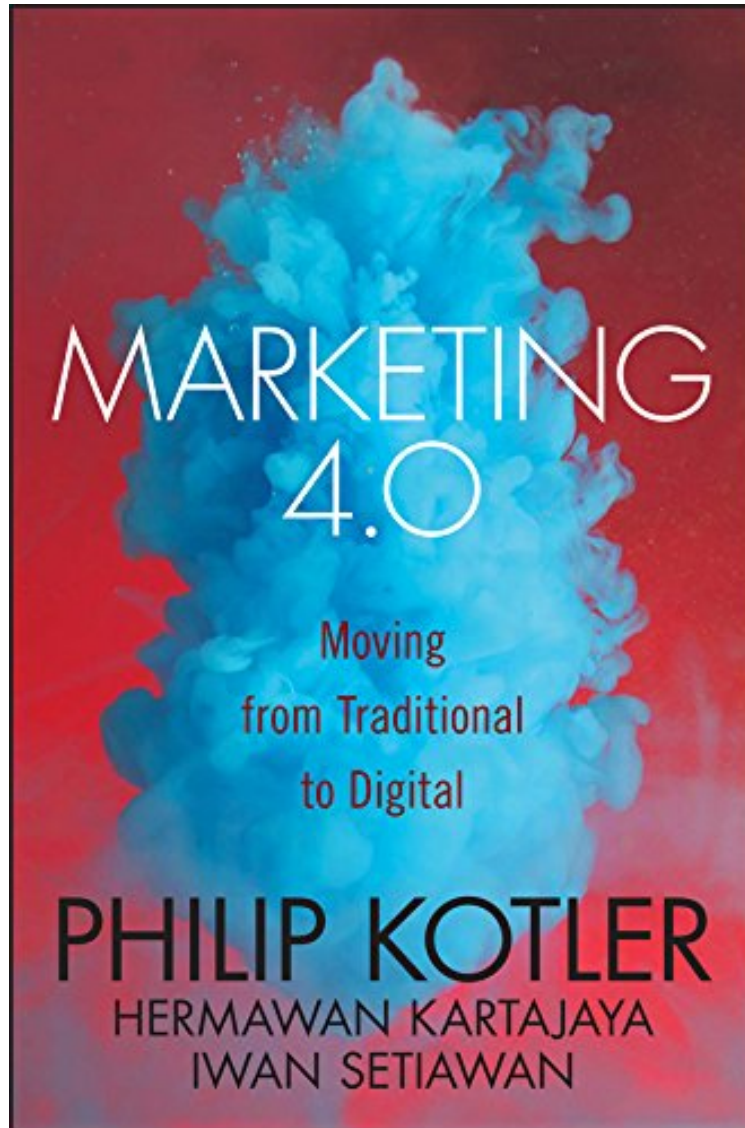


(Free and download) Marketing 4.0: Moving from Traditional to Digital

## Marketing 4.0: Moving from Traditional to Digital

*Philip Kotler, Hermawan Kartajaya, Iwan Setiawan*  
DOC | \*audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#32106 in eBooks 2016-11-17 2016-11-17 File Name: B01MXMZE4T | File size: 71.Mb

**Philip Kotler, Hermawan Kartajaya, Iwan Setiawan : Marketing 4.0: Moving from Traditional to Digital**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing 4.0: Moving from Traditional to Digital:

2 of 2 people found the following review helpful. Decluttering you busy marketing mind  
By Marc Ashwell  
A great read to calm your mind. The frameworks provide a sensible way to gather your thoughts and apply them to your customer's needs in a meaningful way. Today's world is full of useless advice, complicated mechanics, tools and rules - this answers so much more.  
0 of 0 people found the following review helpful. A well written and researched book that provides great insight into the digital marketing landscape.  
By Customer  
This book is great and beneficial for anybody

who works in marketing. Marketing 4.0 discusses the shifts that have occurred as we continue to adapt to the digital landscape. Dr. Kotler and the other authors take us into the consumers mind by discussing the customer path, and how they go from awareness to advocacy. The authors mention the importance of utilizing marketing metrics such as purchase action ratio, brand advocacy ratio, and net promoter score in Marketing 4.0. They use examples to show the importance of integrating online and offline channels to improve customers overall experience. 0 of 0 people found the following review helpful. A beautiful piece of work. By Ammar Mubaslat An amazing piece of work. Besides marketeres, this book is a must read for anyone who is engaged in Digital Transformation from either the business or technology sides. The book is structured in a way that makes it easy to grasp especially with the abundance of examples and projections on our day-to-day interactions. What I liked most was the step-by-step guide on how to eventually achieve the wow moment but never settle for less in this digital economy we are living.

Marketing has changed forever; this is what comes next Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand; and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today. Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen. Discover the new rules of marketing Stand out and create WOW moments Build a loyal and vocal customer base Learn who will shape the future of customer choice Every few years brings a "new" marketing movement, but experienced marketers know that this time it's different; it's not just the rules that have changed, it's the customers themselves. Marketing 4.0 provides a solid framework based on a real-world vision of the consumer as they are today, and as they will be tomorrow. Marketing 4.0 gives you the edge you need to reach them more effectively than ever before.

From the Inside Flap Since Marketing 3.0 inspired the world to embrace and explore human-centric marketing, pioneers in the field have applied advanced technologies to open new insights into who our customers are and how they make decisions. The valuable paradox of big data analytics is it can create more personalized products and personal services, and Marketing 4.0 maps out an authoritative approach to taking customers from awareness to advocacy. For this highly anticipated guide, the father of modern marketing Philip Kotler rejoins thought leaders Hermawan Kartajaya and Iwan Setiawan from MarkPlus, Inc. to share tangible ways marketers can influence people on varied paths along the customer journey. In fact, the traditional path to purchase (aware, appeal, ask, and act) is expanded to include advocate because the opinions of our family and friends have enormous impact on buying decisions; and fully updated coverage walks you through how it happens, the ways to encourage it, and strategies for growing one customized experience at a time using powerful metrics and innovative best practices. Moving from a traditional to digital marketing mindset comes easy with the practical advice and intuitive explanations you can use and benefit from the very first day. Chapter summaries highlight covered topics to enable this guidebook to double as an everyday reference, and reflection questions jumpstart your personal discovery as well as focus meeting discussions when it comes time to bring the entire organization onboard. This peerless resource guide completely prepares you to leap ahead of the curve without any prior knowledge of analytics or IT by enabling you to: Gain data-driven insight into the new ways customers are spending and the three driving subcultures: youth, women, and netizens Examine firsthand examples of Marketing 4.0 boosting productivity by engaging customers at every touchpoint along their real-world paths through today's digital marketplace Redefine customer engagement in the digital era, including human-centric marketing, creating customer conversations, and omnichannel strategies Looking at marketing in an entirely new way may seem overwhelming, but with the easy-to-use framework in Marketing 4.0, you can quickly get down to succeeding at what has always mattered; customer impressions. From the Back Cover Praise for MARKETING 4.0 "The technology world moves so quickly today that each change accelerates the next. It's critical in such an environment to have a baseline and point of reference to help marketers find their way forward. Marketing 4.0 puts a new scholarship stake in the ground and will be the starting point and an invaluable resource for everyone trying to invent and understand the digital and mobile future." — Howard Tullman, CEO, Chicagoland Entrepreneurial Center/1871 "The Internet and IT radically change marketing. This book is the eye-opener for marketing in the new era." — Hermann Simon, Founder and Chairman, Simon-Kucher Partners "No one has a finger on the pulse of marketing like Phil Kotler. His ability to identify and interpret new marketing trends and developments is truly astounding. Once again, with Marketing 4.0, Kotler and his co-authors help to blaze a new trail to marketing success. This is definitely the one marketing book you HAVE to read this year." — Kevin Lane

Keller, E.B. Osborn Professor of Marketing, Tuck School of Business "A terrific guide to the transformations that are already coming over the horizon to challenge marketing practice. Perplexed marketers will learn how to navigate the power shifts and possibilities of digital connectivity and turn them into advantages." — George S. Day, Geoffrey T. Boisi Professor Emeritus, Wharton School of the University of Pennsylvania

About the Author PHILIP KOTLER is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is author of more than fifty books, including the globally popular *Marketing Management*, now in its fifteenth edition. HERMAWAN KARTAJAYA is the founder of MarkPlus, Inc., the largest marketing consulting firm in Indonesia. IWAN SETIAWAN is COO of MarkPlus, Inc.